

PRINTERS' ^{Los Angeles} ~~INK~~ ^{Public Library.}

A JOURNAL FOR ADVERTISERS.

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VOL. VII.

NEW-YORK, JULY 27, 1892.

No. 4.

Miscellanies.



THOUGHT HE WAS HOME.

"Shorry (hic), my love, that I couldn't get home (hic) b'fore; but had t' go (hic) 't ratification Har'son 'n Reid. (Feebly.) 'Rah!'"
—Judge.

The Rule Has Its Exceptions.—
Jabaway: There's reason in all things.

Jingler—You don't read magazine poetry, I see.—*Town Topics.*

A Chance to Begin.—Sub-editor: Here is an article favoring a simplified spelling of the English language.

Editor—Who wrote it?

Sub-editor—A man named Smythe.—*Puck.*

Hon. John Wanamaker recently turned his big Philadelphia store into a banquet hall and gave what is described as "an elegant supper" to over two hundred newspaper men. In glancing over the list of speakers we do not discover the name of the editor of PRINTERS' INK.—*National Journalist.*

An Amateur.—"I judge that you have not written much poetry," said the editor to his caller after examining his manuscript.

"No, sir; but how did you know?"

"In these verses you speak of a maiden as sitting at her window. Now, in poems maidens never sit at anything so common as windows. They invariably use casements."—*Judge.*

Entirely Different.—Cora: You must be crazy to think of marrying a poet.

Laura—But you must remember that Howard is not a common poet. He writes advertising poetry.—*N. Y. Evening Sun.*

Better Than Fame.—Friend: Why do you spend your time writing trash? Your name will never go down to posterity.

Scribbler (author of \$10,000 prize story, "Bloody Mike's Gory Vengeance")—No; but my money will.—*Puck.*

"Literature certainly runs in the Greensmith family. The two daughters write poetry that nobody will print, the sons write plays that nobody will act, and the mother writes novels that nobody will read."

"And what does the father write?"

"Oh, he writes cheques that nobody will cash."—*Exchange.*

A Good Title.—Author (to friend, who has just finished reading his MS.): Can you suggest a title for my story? Something appropriate.

His Friend—Well, judging by the way the characters are killed off in the last chapter, I think "The Undertakers' Paradise" would be as appropriate as any.—*Life.*

There was one "we-view-with-alarm" in the Democratic platform, and its appearance was greeted with derision. But how does it happen that the platform contains no "we-point-with-prides?" The omission of so essential, time-honored and immemorial a phrase cannot but be detrimental to the Democratic cause among the residents of those back counties where a platform without it is considered a freak.—*St. Joseph News.*

Revenge Is Sweet.—St. Peter: A man who used to write jokes about me for the New York papers came up to-day.

Michael—What did you do to him?

St. Peter—I first sent him down by the toboggan. Then I had him brought back and sent him down by the elevator; brought him back again and told him to "slide." I used all the methods he used to credit me with.—*Town Topics.*

"Miss Frolique's diamonds—"

began the advance agent.

"Can't run that for less than seven dollars a line," interjected the dramatic editor.

"Aw, I wasn't goin' to give you any guff about their being stolen. I had just a rattling good story about how the gas went back on us up in Kalamazoo, and we had to use the sparklers for footlights. Perfect success, too. Does it go?"

It went.—*Indianapolis Journal.*

*Big advertisers make mistakes,
but they seldom repeat them.*

They acknowledge that they do not know all there is about advertising, and never will, though learning every day. They are compelled to do some experimenting, but watch the returns from these experiments very closely—throwing aside those mediums which do not produce results, and renewing their contracts in such as have proved satisfactory. More than three-fourths of the advertising space of the ATLANTIC COAST LISTS is occupied by advertisers who have used these Lists for years—some of them for ten or fifteen—renewing year after year.

At first it was an experiment with them. The results, however, made these Lists a necessity for reaching the Country People, and so their advertisements appear year after year, which is *positive proof* that bright advertisers can not only use the ATLANTIC COAST LISTS year by year to advantage, but can not afford to do without them.

One electrotype, one order, only necessary.

Catalogue upon application.

ATLANTIC COAST LISTS,
134 Leonard St., New York.

PRINTERS' INK.

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HINTS TO ADVERTISERS.

By Wolstan Dixey.

"Eye-catching" is the first thing. A good picture will usually do it. Everybody knows that, but doesn't seem to know what follows.

"White space" has come to be an expensive luxury. With the majority of advertisers paying for it, better let them pay for yours.

Put three inches of compact reading matter almost anywhere on the page of a country weekly, and it will be well framed for you by other people's white space.

A good head-line will sometimes prove an effective eye-catcher; but if it fails to catch the mind also it is useless. So is the best picture.

A poor picture is worse than useless. It drives people away. The better they can see it the worse they hate it.

What is a "good" picture or a "poor" one depends on the taste of the people you want to reach. If a monkey hanging by his tail and wringing a cat's head off induces a large number of people to buy your goods, that—for you—is a good picture.

If those people only laugh and say: "That is funny as blazes!"—then go and buy somewhere else—that picture is a poor one.

The same with a catchy head-line or anything else about an ad. which merely amuses people. The end of advertising is to sell goods. That is a better ad. that makes a few people buy than the one which only makes everybody laugh.

These humorous pictorial effects are supposed to serve their purpose by attracting attention, while the reading matter "does the rest." A man can draw a crowd by standing on his head, but how much reading matter would it then take to convince them that he was sane enough to trade with?

It is a handicap to have to use half your space persuading people that you are not such a clown as you appear.

A really good picture is pertinent to the subject of the advertisement, is an argument in itself, or an illustration of the argument that follows. Then, if funny, the humor all goes the right way—toward selling goods.

Anyway, the picture should be attractive, bright and airy; if it must be a pun—not too far fetched. Don't be as funny as you can.

Head-lines shouldn't be screech-lines. They are out of date, only used by the Rip Van Winkle advertisers. Readers are tired of the "STOP THERE!" "SAY YOU!" sort of appeal. After ten years of being yelled at it grows monotonous.

To cut a wide swath with the least money, three inches of "pica" without a heading, followed up "everlastingly" in weekly papers, will usually show good results, when the thing to be sold will bear talking about.

But there must be a "head" in the office where the ads. are written. Don't write your own ads. if you can help it. But have them well written, even if you have to do it yourself.

Better hire a writer and tell him your ideas; if he agrees with you entirely discharge him. If not, argue the matter over, then give him his head, and the chances are he will do better for you than you could for yourself.

You are almost sure to be wrong on some important points; so is he. Between you you will come nearer to it.

Tell buyers the things they want to know about your goods and the things they ought to know, which they will find out after they buy.

Answer—in your advertising—the questions that would be asked if you were selling the goods over the counter.

Don't waste words explaining some technical matter of no practical account, but explain very carefully everything that is of consequence, no matter whether people know enough to ask about it or not.

Try to sell your best goods first. Talk more about the goods than the

price. Most people will pay for what they want. Make them want it.

Have an advantage of some point over your competitors, and advertise that point. Don't claim what you haven't got.

Don't say yours is the cheapest when some one else undersells you. Don't say it is the best when a better is made. But advertise yours as the only one with a blue stripe, or the only one with sugar in it, or the only one with a brass handle.

Add some particular thing worth having to your goods, and let people know it.

Immense capital may be required to sell the best or the cheapest, but it only requires a little brains or gumption to sell something different from others, and a little better in some respect.

No matter how humble the business, it can be distinguished in some way, so that people will favor it. So small a matter as white wrapping-paper or a pink string will influence a majority. That is good advertising.

QUEER ADVERTISEMENTS.

By Joel Benton.

The history of advertising, illustrated simply by specimens that fall within the past seventy-five years, is one provocative of much humor. There are some advertisements, naively written, that are much funnier than one trained in the art of writing could deliberately devise—which is only another way of saying that nature, everywhere, is superior to art. We see this fact in Josh Billings' orthography, which, bad as it was, was nowhere near as bad as that of real illiteracy.

Take the four advertisements which follow, which are not alone in their class—a class that may be termed the "misarrangement of epitaphs" style—and note if it is likely that anything to surpass them, in their inimitable way, could be invented. Of course, it is a false collocation which shows a perfect absence of editorial supervision; but an English paper, which labels them as very old, vouches for their authenticity:

In a house, built by a mason of brown stone, wanted a room by two gentlemen 30 feet long and twenty feet wide.

Wanted, a young man to take care of horses of a religious turn of mind.

Wanted, a woman to wash, iron, and milk one or two cows.

For sale, a handsome piano, the property of a lady who is leaving Scotland in a walnut case with turned legs.

The seven advertisements given below, of various descriptions, were used in England between sixty and seventy years ago. They are culled from a large variety, equally grotesque and curious. A certain unexpectedness of what is coming, as you begin the perusal of one, adds to their interest.

1. Lost on last Friday evening, supposed on the east side of Oxford street, a respectable-looking young man of sixty-three; dressed when last seen in corduroys, leggings, and a shovel hat; with one of those coats vernacularly called duck hunters; answers to the name of Alcott. If any one will convey the same to Mr. Logan, No. 13, Liquor-pond street, he will receive the sum of fourteen and ninepence, and the thanks of a despairing family.

2. Stolen, out of a garret window, a tame donkey, with a deficiency of one ear, resembling Lord Brougham in the face, which had been for many years the chosen favourite of an aged female invalid. The finder is requested not to use any coarse language in its presence, as it has been well brought up. Whoever will bring it to No. 3 Greek street, will receive as a reward two dozen and a half of Duggin's Patent Barnacles.

3. Found, by a young maiden lady, a pair of unmentionables, marked I. Hume; the sum tottle of the contents of the pockets were three farthings, a pocket comb, and four fine pears; the wearer appears to have been in a state of profuse perspiration: whoever claims them will have to pay the sum of fourpence, disbursed by the finder for the washing of them. Apply to Miss A. X., No. 15 Costermonger Lane.

4. To parents and Guardians.—A vacancy happening to occur in a respectable boarding school in Bethnal Green, Mr. and Mrs. MacMahon consider it their duty to inform the public, that they receive young gentlemen, who are boarded, lodged and clothed, at the moderate rate of eleven guineas a year. If the young gentlemen take meat, an extra charge of fifteen shillings will be made. Corporal punishment quite out of the question. N. B. No holidays. At this seminary were educated several members of the celebrated Birmingham Union, and his worship the Lord Mayor.

Communications to be addressed to A. B. at the Cat and Cauliflower Seven Dials.

5. Wanted, a respectable butler, qualified to act as coachman, or lady's maid, or to feed pigs if required. Most unexceptionable testimonials will be required. He must not be too fond of his pot: if he has been an Ana-baptist minister, or understands playing a Jews harp, it will be an additional recommendation. He will be required to cook occasionally. N. B.—No female need apply. Direct, post paid, to Lord Stiles, No. 6, Paradise Row, Wapping.

6. The elderly gentleman who had the misfortune to tread on the toes of a lady dressed in blue, at the last masquerade, has been in a state of mental aberration ever since, in consequence of not having been able to make any

apology. If the lady in question will condescend to point out her residence, he will most humbly apologize for the unintentional crime.

7. Wants a place,—As footman, butler, coachman, gardener, or parish clerk, a young man, aged 20; would be highly servicable to any gentleman who made his own clothes; has had a university education at the well-known academy, kept by Mr. Treacher, in Soho Square, where he acted as shoe-black. Would teach the young ladies the piano, if required, or would make a fourth in a quadrille. Apply to E. A. Z., No. 93 Oxford Street.

The fellow who describes himself in No. 7 was certainly a versatile character. To be able to play the *role* of a bootblack, teach girls the piano, take part on terms of social equality in the festive quadrille, and do the various other things named—as well as sport a liberal education—must have made him pretty nearly an "Admirable Crichton." The butler asked for in No. 5, who, among other accomplishments, was to be lady's maid and feed the pigs, and who would be more satisfactory if he had been the minister of an odd sect and could play the jewsharp, should have had an equally "all around" equipment.

Macaulay was certainly not far out of the way when he mingled in his history—with the account of kings, laws and statcraft—the various social habits and developments of the time. He did not, I believe, fish up the advertisements that were in vogue during the period he described; but we can see, from those prevalent in any era, that there is an arsenal of racy matter suggestive of society and manners in almost all the old-time advertisements. Their innocent frankness, especially shown in the budget given herewith, is in the highest degree entertaining.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, July 13, 1892.

I foretold a tremendous influx and epidemic of amateur advertising over the general election, and certainly the forecast has been justified. In one constituency the local candidate has, instead of using newspaper advertising, started a temporary organ of his own, if one may credit the following:

LEWISHAM—"HARVEY'S MESSENGER."

The enterprising supporters of Mr. Harvey have issued a daily electoral newspaper called *Harvey's Messenger*, which will keep the voters in touch with the progress of the campaign. There are a number of energetic workers around the Liberal candidate, but the Tories do their best to boycott and intimidate Liberal shopkeepers. One shopkeeper in Forest-hill has had the courage to stand up for his

opinions by showing in his window an original placard to this effect.—*Star*, July 5.

The effort of the amateur advertiser does not often soar so high. Indeed, his main idea seems to lie in the direction of type-torturing. Here is a copy of a poster from the same constituency—Lewisham—in which the merits of Mr. Harvey, the temperance candidate, are contrasted with the faults of Penn, his opponent:

HARVEY.
HOME.
HAPPINESS.
PENN.
PUBLIC-HOUSE.
OVERTY.

This is not a very heinous example of type-torture; but there are worse in evidence.

In some places I notice particularly the way in which the issue is confused by candidates copying each other's points. For instance, the party opposed to Mr. Gladstone typifies its confidence that the maintenance of the union between England and Ireland depends on forcible coercion and the denial of home rule by displaying the Union Jack or national flag. Instead of the other side adopting some other symbol, its managers retort, "Our Plan Makes for True Union," and display the Union Jack also! Consequently, unless you know the names of the men, it is not easy to tell which side a particular announcement emanates from. Yet how many experienced advertisers, by "adopting" the methods of others, do but perpetuate this error of amateur advertising! A good head-line, which I noticed on a poster in the semi-rural place where I live, was an attack on Mr. Balfour's Irish policy. It ran thus:

SENTENCED TO
SIX MONTHS' IMPRISONMENT
FOR
TAKING OFF HIS HAT.

This sounds extravagant, but it was unfortunately true in substance. A man drew upon himself the notice of the police, and was summarily sentenced, for saluting in this way a member of Parliament who was being conveyed to jail, in the midst of a regular Irish row, under the Coercion Act, a somewhat arbitrary measure. In Salisbury a cartoon (certainly rather

"strong") was published, representing the devil conveying Mr. Gladstone to a locality *inter Christianos non nominandum*, by the devil in person. There were several Liberal papers so shocked by the blasphemous character of this cartoon that they reproduced it in their columns, just to show how profane it was! But I shall weary you with these somewhat local humors.

* * * * *

While I am "on" amateur advertising, the following "Matrimonials" may be of interest:

YOUNG LADY, 30, considered good-looking, would like to correspond with black Gentleman, with view to marriage; must be kind and affectionate; one in medical profession preferred. Address Miss N. M., 411 Liverpool-road.

A GERMAN FRIEND of mine who can give best English references, living permanently on Lake Garda, Northern Italy, wishes to marry a middle-aged Lady of good means; as he is of a quiet disposition would prefer a Lady somewhat deaf, or with slight other infirmity. Address, in first instance, "Autumn Pleasures," Poste Restante, Monfalcone, near Trieste, Austria.

Both from one of last Sunday's papers. The following is from the Yorkshire *Post*. I do not attempt to explain it:

"BYRON STREET (No. 11) North Street—Rent, £18 to a Jew; £16 to a Gentleman."

* * * * *

A curious and most regrettable law case has just been decided. It was tried some weeks ago, but judgment has only just been given. The Carbolic Smoke Ball Company, of London, published in the *Pall Mall Gazette* (and other organs) last November the following guarantee as to the efficacy of the smoke ball in the prevention of the "grippe":

£100 REWARD

will be paid by the

CARBOLIC SMOKE BALL CO.

To any person who contracts the increasing Epidemic,

INFLUENZA,

Colds, or any diseases caused by taking cold, AFTER HAVING USED THE BALL 3 times daily for two weeks according to the printed directions supplied with each Ball.

£1,000

Is deposited with the Alliance Bank, Regent-street, showing our sincerity in the matter. During the last epidemic of Influenza many thousand CARBOLIC SMOKE BALLS were sold as Preventives against this Disease, and in no ascertained case was the disease contracted by those using the CARBOLIC SMOKE BALL.

One CARBOLIC SMOKE BALL will last a family several months, making it the cheapest remedy in the world at the price—10s., post free. The Ball can be RE-FILLED at a cost of 5s. Address:

CARBOLIC SMOKE BALL CO.,
27, Princes-street, Hanover-sq., London, W.

A Mrs. Carlill, having purchased a carbolic smoke ball, and used it as directed, was unhappy enough to contract the prevailing epidemic disease, influenza. She thereupon applied to the company for the £100 reward so specifically guaranteed to any person in her position. The company, however, after a week's delay, forwarded, by way of answer, a printed circular, which was read in court. It stated that the patient, to be entitled to the reward, must come to the defendants' offices three times a day for a certain number of days to be registered by them on each occasion, and there use the smoke ball. It was not suggested that the plaintiff had not throughout acted honestly and upon the faith of the advertisement, but it was claimed that the above was part of the conditions. The defendants in their pleadings also alleged that there was no valid contract between them and the plaintiff; that there was no consideration for any promise to pay the £100, and that any such contract or agreement would be bad upon the ground of gaming and wagering. They further said that such a contract would be contrary to public policy.

* * * * *

In delivering the judgment of the Court of Queen's Bench, Mr. Justice Hawkins reviewed the case at great length. His finding may be summarized briefly as under:

The first question was whether there was a contract of any kind between these parties, and he was of opinion that there was a contract, and that the daily use of the smoke ball by the plaintiff was sufficient to support a promise by the defendants to pay the £100. Then the second question was whether this contract was wholly or partly in writing, so as to require that it should be stamped, and he was of opinion that it was not such a contract as required stamping. Then came the question whether it was a wagering contract, and therefore void, and he thought that it was not. The further question was whether it was a contract of insurance, and therefore void. He did not think that it was a contract of insurance within the meaning of the statute. He was of opinion that the provisions in the statute related only to policies of insurance, and did not apply to a contract like the present, which was not wholly in writing, but was created by a written proposal or offer, and completed by the performance by the plaintiff of certain conditions attached to the proposal. This being so the plaintiff was entitled to recover the £100, and therefore there would be a verdict and judgment for the plaintiff for £100, with costs. The court declined to order a stay of execution with a view to an appeal.

* * * * *

This is satisfactory, though one feels for the unfortunate smoke ball company, whose business must be

seriously injured by this case. It would have been better to pay the money—"own up, pay up, and shut up"—than to have it wrung from reluctant coffers *coram populo* like this; and certainly one should not make an offer of this kind that one is not prepared to stick to. I have said that the case seems to me regrettable. I think it is so, because it is calculated to detract from public confidence in the good faith of other announcements, and it must be satisfactory to advertisers, therefore, to see this claim enforced, while they will not the less sympathize with the unfortunate position of the defendant company.

* * * * *

Mr. Louis J. Jennings, late editor of the *New York Herald*, London edition, now discontinued, was re-elected a member of Parliament last week. Mr. Archibald Grove, editor of *The New Review*, a well-known journalist, who used to be conspicuously the best dressed man in Fleet street, was also elected.

REAL ESTATE ADVERTISING.

By Wm. Wattenberg.

The advertising of real estate in and around New York city reaches nearly a million dollars a year. No other city spends so much. The amount is so great in New York because so large a portion of our people are persons who were not born here, but who came to the city from other sections or countries, and have lived here under such circumstances of life or constant occupation that they have had little chance to grow familiar with the comparative qualities, as a residence, of respective parts of the city or its suburbs.

If New York were almost entirely inhabited by persons who had been born here, all our real estate advertising might be done, as it is in the much larger city of London, by a few columns of advertisements in very small type.

This would be so because these persons, no matter how busy or grey they had got, would be swayed by preference imbibed early in life, which later changes would not seriously affect: they would know the city and its outlying districts better; and localities would not change as they do by the inflow of unacceptable strangers.

A good reason thus exists for display type and descriptive power. To

what extent, however, may we go in the line of expensive display? In deciding this, let us reflect that upon no kind of property are values adjusted or fixed, or profit-bearing capacity determined, with greater regularity of process than on improved real estate in a large city, even though the standards may differ in various cities. In San Francisco, house rent, at latest advices, represents quite one-third of the entire family expenses; in Philadelphia, for local reasons, it is much lower; in Chicago it seems to average one-fifth; in England, outside of the chief cities, it is said to be about one-eighth; in New York it is well to allow it at one-fourth. But, the ratio of values and of profit-bearing having once been determined in a given city, at a given period, no effort by any one owner (with the possible exception, in New York, of the Astor family) to get regularly more value or income from ordinary property than is in harmony with the common consent of the community, is likely to succeed. Consequently, if you own a common dwelling in New York or Brooklyn, you are not likely, by advertising it a long time, or using big display type, to rent it for a continued period at a materially higher rent, or sell at a materially higher price, than a similar house on the same block would bring. Though it is true that if you were in a hurry for a customer at ruling rates, good advertising would hasten him.

Ordinary city real estate advertisements should be reasonably definite, giving the number of stories, material, number of rooms, water supply, yard room, amount of rent or price, distance from lines of street travel, etc. On the other hand, it is well not to go too far into particulars. A house or part of a house is sometimes sold or let to some one who would not have gone to look at it if it had been pictured exactly as it is; and yet having once gone to look at it, the visitor is led to take it by influence to which he or she would never have been subjected if the visit of inquiry had not been made.

High-class dwellings, as well as premises adapted to the use of large corporations, partly improved suburban lands, and water fronts will bear liberal advertising. Say that you own a lot in an aristocratic quarter. You build a house on it, whose construction costs you \$35,000. You build on purpose to sell, but you have no buyer in view,

and you are content to have the place on your hands a while, provided a good profit is made in the end. In such a case, unless one of the many able real estate dealers secures you the right buyer, your profit depends almost wholly on the style and character of your advertising.

You will do well in this case to have your advertisement handsome, but not at all elaborate. Space should be used freely. The language should be free from any flavor of the familiar or popular style (proper as it may be in advertising some other kinds of property); descriptive facts should be given with emphasis, and yet in such a way that there will not seem to be an endeavor to keep the reader from forming his own opinion. The high grade of the surroundings should be made conspicuous, but a price need not be quoted. Advertising of this kind, extended over an entire season if necessary, would cost a few hundred dollars, but might make a difference of \$5,000 or even \$10,000 in the price obtained.

But say, however, that you are an assignee of an estate which includes a mansion built to order for \$100,000. It is hazardous to assume that good advertisements of the most costly edifice will bring the same result as the advertisements of the one that cost \$35,000. In the case of a house costing no more than the sum just quoted, the notions of a possible buyer or tenant, if other things suit, are not so likely to be badly antagonized by unusual ideas carried out in the exterior or interior construction. In very costly houses, however, there is more opportunity for carrying out a man's individual fancies. When persons are so well off as to be able to pay \$100,000 for a home, they are very critical, and are usually set on accomplishing their own notions. They are quite sure to find fault with any ready-made house. If they do happen to buy a ready-made house, their own ideas as to the way the house should have been built will be so run against that the price is invariably borne down. The real question for you in regard to the hundred-thousand-dollar house is not—"How much above the actual cost can I get?" but—"How small can we make the amount of the loss?"

The most important of all the numerous divisions of New York real estate advertising is that connected with suburban property; but want of space forbids its discussion here.

ON GIVING ADS. PERSONAL CHARACTER.

By F. M. H.

Of late I have noticed that some of the leading merchants—Stern Bros., for instance, who appeal with special or daily announcements—use a distinctive and rather peculiar type; but the variety of suitable type would soon be exhausted if many should attempt to do likewise.

Such being the case, why is it not practicable for an artistic designer—letterer or penman—to get up an original form, to be copied by process? Such advertisements might not only be individual, but attractive as well.

For instance, with pen I write :

*Pyle's Pearlline
Will do all
that any soap can
and
do it better, quicker
and cheaper.*

Would not this be quite as likely to be read as if printed from type?

And, speaking of Pearlline, an article of this character should especially receive the backing of a personal statement, which handwriting in any form carries with it. Many of us may be incredulous both as to its harmlessness and some of its virtues. We know or believe that Mr. Pyle; for instance, is in private life honorable and true; that his word is as good as his bond, and if we were convinced that he pledged his personal honor in his advertisements, we should believe them and buy Pearlline.

ALL UNPREJUDICED OPINION IS OPPOSED TO THE P. O. D. RULING.

A. E. BECKWITH,
General Advertising Agent,
NORWICH, Conn., July 19, 1892. }

Editor of PRINTERS' INK:

* * * Comment on the Post-Office trouble is unnecessary. No one outside of the inner circle of the P. O. Department but what says that you have the right of the matter. You will yet beat them.

Respectfully yours,

A. E. BECKWITH.

VICTORY PROPHESED.

THE EASTON GAZETTE,
Established 1815,
WILSON M. TYLOR & BRO., Pubs.
EASTON, Md., July 18, 1892.

Editor of PRINTERS' INK:

I have been attending the session of the National Editorial Association in San Francisco, and have practically just gotten home to business. I have been very much interested in the tilt you are having with the Post-Office Department, and feel sure you not only have the right side of the question, but that you will eventually come off victor. If the case is not settled before the next meeting of the Peninsular Press Association, I shall bring it before the delegates and members. We will doubtless meet some time next month.

Yours, very truly,
WILSON M. TYLOR,
Pres. of Peninsular Press Association.

WELL MEANT BUT SCARCELY APPROPRIATE.

From the New York Sun.

Everybody in the Fire Department knew Father Cohen, the oldest reporter in New York, and everybody liked him. The news of his death last week especially grieved Battalion Chief McGill, who had known the venerable reporter for years. When he heard that Supt. Byrnes, the Police Commissioners, and others of the police force were going to send a floral piece to be laid on Cohen's coffin, he determined that there should also be something from the Fire Department. He collected nearly \$50 among the firemen. The exactions of department business prevented him from looking after the matter himself the next day, and he handed the subscription money to a fireman and sent him to a florist with an order for a design. "Mr. Cohen was a great friend of the firemen of New York," the fireman said to the florist, "and the chief wants something appropriate to Mr. Cohen's profession."

"Mr. Cohen was a reporter, wasn't he?" the florist said. "All right; I have an idea that will exactly suit. Leave that to me."

Politicians, policemen, firemen, and newspaper men had just begun to gather at the old reporter's home in Harlem on the day of the funeral when the bell rang and a messenger from the florist delivered a huge floral piece and said it was sent by the firemen of New York. It was a superb bed of roses, and in the center was a fac-simile in white immortelles of the reporter's fire badge issued to Father Cohen by Mr. Richard Croker when he was Fire Commissioner. Worked in red flowers was the inscription of the official inscription:

ADMIT ONLY WITHIN FIRE LINES.
BY ORDER OF
FIRE COMMISSIONERS.

It was a handsome piece of work, but it was set in a corner with its face turned toward the wall, and other flowers took its place on the coffin.

Very Broad, Indeed.—"We are fixin' up our libry, Mr. Bookseller," said Mr. Noorick. "We got eighty-two feet o' book shelves to fill 'nd I kinder thought I'd like to see some o' them French books I've heard about. I understand they're broader 'n most any others, 'nd it 'll take fewer of 'em to fill up the space."—*Brooklyn Life*.

SIX MEN OF HINDOSTAN.

There were six men of Hindostan
(If sages' tales are true)
Who rather plumed themselves upon
How very much they knew,
And intimated they could give
Old Solomon, did he but live,
A friendly tip or two.

One day these men of Hindostan
Went out to take a run,
And carried big umbrellas for
Protection from the sun;
But up there came a jimmy-cane
With forty different kinds of rain
Before their walk was done.

And then these men of Hindostan—
These men of wisdom brain,
Shut all their big umbrellas up,
To KEEP THEM FROM THE RAIN;
And though the torrents roared and poured,
These men proclaimed, "We can't afford
To put 'em up again!"

Oh foolish men of Hindostan!
As foolish as a pup—
What wonder jeers fill all the land,
While sorrow fills your cup?
And yet there are wise business men in
U. S. A. who have not learned that in advertising—like handling an umbrella in a storm, to be successful,

You have to keep it up.

—Springfield (O.) Republic Times.

POLLY ON THE WAR-PATH.



Here is the scheme of the man who heard that the human tongue is the best advertising medium and who thinks a talking parrot will prove a successful substitute.

If by simply attracting attention people could be interested, and if by loud talk they could be convinced, then a few thousand loud-mouthed Freaks in Feathers might prove a pretty effective, though expensive, advertisement for parties who are content to cover a narrow field in the territory where messenger boys are plenty and houses are not far apart.

For reaching the plain people—the country millions whose aggregate purchases largely exceed those of the city thousands—scattered all over the United States, from the Atlantic to the Pacific and from Canada to Mexico, the most welcome, willing, winning messenger is COMFORT, with its guaranteed and proved circulation of over one million bona-fide subscribers. It is not found on news-stands, at hotels, or in the cars, for the eleven hundred thousand families who take Comfort receive it by mail, read it at the fireside, and prefer it to all others because it is COMFORT. It is the only paper of its kind. It has the largest circulation on earth. It yields the surest and best returns to advertisers.

Space of agents, or of THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine. New York Office, 23 Park Row; W. T. PERKINS, Representative.

ADVERTISING PHRASES.

From the Detroit Tribune.

Best clocked hose—warranted to keep perfect time.

Black despair—will not face or streak.

Patent clothes horse—not afraid of the cars, stands without hitching.

Oriental rugs—will Mecca house beautiful.

Nerve tonic—most persistent collectors leave immediately on reading the label.

Folding beds—close automatically on Sundays and at 11.30 p. m.

Webbs of fate—do not rip or ravel.

Humbugg's blood purifier—eradicates hereditary insanity; two bottles will change nationality.

Lyer's glue—invaluable to farmers, will stick pigs.

GREAT CIRCULAR ADVERTISING.

From the Chattanooga Times.

The Chattanooga Medical Company some time ago received in one consignment eight car loads of pamphlets for advertising one of their medicines and six car loads of circulars for another. Fourteen car loads of printed matter. Think of it. Maybe advertising don't pay, but the success of this institution would prove otherwise.

WANTS.

Advertisements under this head 75 cents a line

WANTED—Whole or part interest in established Rep. daily and weekly in growing Western city of good size. "F. K." care Printers' Ink.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

WE WANT pushing, steady, active man for advertising department, ultimately to have charge if successful. Address, with salary wanted, experience, references, &c., AMERICAN MANUFACTURER, Pittsburgh, Pa.

FOR SALE—The Good Will and Subscription List of a 16-page Agricultural Weekly, established in 1884. Published in a flourishing Western city, situated in a rich agricultural State. Will be sold at a sacrifice. A splendid opportunity to secure an established agricultural weekly. Address F. A. SMITH, 88 W. Jackson St., Chicago, Ill.

FOR SALE.

Advertisements under this head 75 cents a line.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

FOR SALE CHEAP—An old-established electrotype foundry in Chicago. Address "ELECT," care of Printers' Ink.

THREE GREAT NOVELTIES for advertisers. Each one unique and striking. Send ten cents to Box 187, Worcester, Mass.

A WEEKLY NEWSPAPER and job office in Massachusetts. Growing town of 5,000. Other business reason for selling. Address "B. B.," care Printers' Ink.

FOR SALE—THE HOWEVELL HERALD newspaper and job-printing plant, including office building. Equipped with modern improvements; steam. F. W. HARTWELL, Hopewell, N. J.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

FOR SALE—A WELL-KNOWN MONTHLY publication, established over nine years. Experience not necessary to run same. Present owner having other business enterprise. Will be sold very cheap for cash. Address "PUBLISHER," Room 63, World Building, New York.

CHANCE AT A FAD—Our proprietary remedy business is a six years' old success. We have lately added what is rare in these days—a genuine novelty—that is rapidly becoming a fad. To push faster, we will sell an interest; all money to go in the business. Don't reply unless you mean it and have \$5,000 or more. Drawer 7, South Bend, Ind.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

GRIT

VAN BIBBER'S.

SPOKANE SPOKESMAN.

LEYEY'S INKS are the best. New York.

BOSTON HOTEL GUIDE is invaluable to hotel supply firms. Try it.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (50 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

THE BRICKMAKER, Chicago, Ill., twice a month reaches 10,000 users of machinery.

PATENTS—DAVIS & CO., No. 605 Seventh St., Washington, D. C. CHARGES MODERATE.

\$1.50 For 5 lines 36 days 6 days, 50 cts. ENTERPRISE, Brockton, Mass. Circ. 7,000

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

FARM LIFE, of Rochester, N. Y., 16 pages, 61 columns, monthly. Guaranteed circ'n, 25,500.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

THE TOURIST. Have you seen it! THE NEWS SERIES. Do you know what it is! Utica, N. Y.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 30,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

KEEP posted on all Life Insurance Companies. THE INDICATOR'S Pocket Chart is the best. Mailed for 25 cents, postal note or stamps. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,500; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

PUBLISHERS, send us price of 3-inch reading notice, yearly, four changes. We pay in advance with wine, quality guaranteed. Send for copy and price-list. R. W. CO., 41 San Diego Building, Chicago, Ill.

70,000 Money Letters received since March let in answer to advertisements in the very best mediums. What am I offered for first and second copy of addresses! F. TRIFET, 406 Wash. St., Boston, Mass.

REFERRING TO THE GALVESTON NEWS, Geo. R. P. Rowell & Co., on page 119 of Printers' Ink, January 30th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

NOVELTIES for Publishers and Novelty Dealers. F. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES, New Ones. 1000 for 25c. Western Mail Agency, St. Louis, Mo.

GIBB BROS. & MORAN PRINTERS
45-51 Rose St., N. Y.

PIANOS, **ORGANS**, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

TYPE FOR SALE—300 lbs. of 10-point, with cases. Suitable for country paper. Cheap. Sample sent if desired. P. O. Box 6316, Boston

BOSTON. Effective advertising prepared and placed. A. E. SPROUL, 608 Washington St.

35,000 Farmers in Maryland. We began visiting them in 1864. MARYLAND FARMER, Baltimore, Md.

WOOD ENGRAVING PETRI & PELS
100-101 ST. MARKS, NEW YORK.

DEALERS IN LADIES' GOODS, we mail thousands of circulars, etc., to ladies answering our ads. Will inclose circulars for \$3 per 1,000. Aetna Music Co., Chicago, Ills.

KUTS For Advertisers: lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARPER, Columbus, O.

THE EVENING JOURNAL,
JERSEY CITY, N. J. Circulation, 15,500.
Advertisers say it pays.

PUBLIC OPINION Always pays
Advertisers.
Washington.
New York.

12 For a **STEEL** **PENS** SPENCERIAN.
Nickel 810 B'way, N. Y.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise! Washington, D. C.

ENCRAVING ANY **Style.** **Size.** **Kind.**
Subject. Process. Price.
STOCK CUTS.
CHICAGO PHOT. ENG. CO., 185 Madison St., Chi.

YOUTH'S LEADER,
NEW HAVEN, CONN.
Over 40,000 copies monthly.
Advertising, 30 cts. per square line.

To Those Who Don't Know:
I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

"WHEN" A RARE BOOK FOR MEN.
10 Cents Silver
Mailed Secure. Or Six 2 Cent Stamps
P. O. Box 108. NEW HAVEN, CONN.

N. A. LINDSEY,
DESIGNER OF
ADVERTISEMENTS,
ROOM 408,
Chamber of Commerce, BOSTON.

ILLUSTRATIONS **\$1**
FOR **EACH**
RETAIL
ADVERTISERS
Specimen Sheets for stamp.
THE GEO. P. ROWELL ADVERTISING CO.
19 SPRUCE ST., NEW YORK.

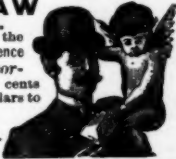
ESTABLISHED 1852.
L. P. FISHER,
Newspaper Advertising Agent,
21 Merchants' Ex., San Francisco

Dodd's Advertising Agency, Boston,
265 Washington Street.
Send for Estimate. **World**
Reliable Dealing **Careful Service.** **Build'g**
LOW ESTIMATES. **N. Y.**
City.

MANUFACTURERS' AGENTS
IN ENGLAND.
Fassett & Johnson of London represent leading American Manufacturers of proprietary articles. Trade connection throughout the Kingdom. First class references. Fassett & Johnson undertake the registration of Trade Marks and all preliminaries to the introduction of approved articles in England. Address.
32 SNOW HILL, LONDON, E. C.

SAN FRANCISCO CALL.
Established 1853.
Daily, 56,759—Sunday, 61,861.
The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

STUDY LAW
AT HOME.
Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents (stamp) for particulars to
J. COTNER, Jr.,
Sec'y, Detroit, Mich.
312 Whitney Block.



THE SPOKANE
SPOKESMAN
has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES :

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, JULY 27, 1892.

THE big end of a trade paper nowadays is the advertising department. This is not said in any spirit of disparagement of the value of the reading matter contained by class journals. But it is a demonstrable fact that the pages of advertising greatly outnumber the pages of reading matter, and that they constitute one of the most valued features of the paper. We have been at some pains to compile accurate figures in regard to various trade journals, showing the proportion of advertising as compared with the reading matter contained. The following figures give the result of this investigation, but it should be understood that they do not represent the average for any length of time, but merely the proportion as it was found to exist in a single recent issue of each, picked out at random :

	Proportion of Advertising.
Iron Age.....	75 per cent.
Northwestern Lumberman.....	59 "
Lumber Trade Journal.....	65 "
Shoe and Leather Review.....	86 "
Confectioner and Baker.....	75 "
Black Diamond.....	72½ "
Street Railway Journal.....	69 "
Clothier and Furnisher.....	64 "
Carpet and Upholstery Review..	69 "
Furniture Trade Review.....	74 "
American Artisan.....	63 "
Apparel Gazette.....	77 "
American Storekeeper.....	72½ "
National Harness Review.....	60 "

These figures clearly show the trend of class journalism. Consider the motives that induce a man to take a business paper: He is, first of all, interested in the general progress of the industry he is engaged in. But he is

hardly less interested in the personality and various undertakings of those in the same line and with whom he deals. The retailer who is about to buy several thousand dollars' worth of goods is anxious to buy in the cheapest and best market. All these and other purposes are served by advertisements in the trade papers.

In averaging up PRINTERS' INK for the past six months it was found that advertisements and reading matter were almost evenly divided, varying but a fraction of one per cent. There is no doubt but that any wide-awake business man choosing between two trade papers, equal in most respects, but one containing a third more advertising than the other, would subscribe to the bulkier of the two. Verily, advertisements are news, and, in the class journals, news of a most valuable character.

THE company owning and manufacturing "Hop Bitters"—a remedy at one time extensively advertised in this country—has been dissolved. For the last five years not more than \$5,000 worth of the medicine has been sold. This was not enough to pay its officers. Asa T. Soule made a fortune out of the medicine, drawing a salary as president of \$15,000 a year. Perhaps if the affairs of the company were to be fully published there might be some lesson here for the advertiser. But in view of the fact that the medicine has not been at all advertised of late it would appear that the reasons for the disintegration of the company are altogether independent of and disconnected with the use of printers' ink. It is well known, however, that the various forms of bitters, which were at one time so popular, have nowadays nothing like the sale they once had.

J. F. STEWART, heretofore with special agent J. E. Van Doren, is now manager of the Eastern office of the *Pittsburg Dispatch* and *St. Paul Globe*. F. E. Grant, formerly representing these papers among advertisers, has become advertising manager in the home office of the *Dispatch*.

APROPOS of a change in the cutlery firm of Maher & Grosh, Mr. Lord, of Lord & Thomas, is quoted as saying: "When any one asks me if a certain thing will pay to advertise I always point to Maher & Grosh. If a concern can take a thing sold everywhere, as a

jack-knife is, and make that pay by advertising, what is there on this green earth that cannot be made to pay by advertising?" Maher & Grosh are reported to have spent \$10,000 a year for fifteen years just advertising their own brand of cutlery.

THE REVIEWER.

Many advertisers—some of them men of experience, too—are in the habit of sending to papers requests for free reading notices. If the advertiser is favorably known to the publisher, and the latter is in the custom of granting such favors, the request may be heeded. But if, as is often the case, the person asking for the free reading notice has never spent a cent in the paper, the publisher's indignation bubbles over, despite the fact that a capacious waste-basket ought to furnish sufficient relief for his feelings. The mail of such would-be advertisers must be interesting, but I doubt if they are even much affected by the abusive and sarcastic letters they receive in return. I have sometimes wondered if it pays to send out these requests to publishers, for the expense of putting 20,000 circulars through the mail is no small item. An acquaintance who has tried it told me the other day that he had not been able to realize the cost of the postage—let alone the printing and addressing—on solicitations for free notices.

Here is the city of New York, through its Mayor, in the position of suppliant to the press for free reading notices! The circular is thus worded: "I hereby enclose you three circulars, with the request that you publish them in your journal, so as to reach your readers, whom otherwise the committee may not be able to reach." By the great Dr. Pierce and the Royal Baking Powder Co., what, in the name of reason, are all the big advertisers paying enormous sums to publishers for except to "reach readers, whom otherwise they may not be able to reach?" It costs money to talk to a great audience of newspaper readers, and when a man permits himself to covet this luxury he ought to be prepared to pay the price. Of course there are occasions when matter, the publication of which is apt to benefit somebody, possesses real news interest, but usually this pretext is avowed

only to cover the most selfish of motives.

A young woman with a knack of rhyming, and who seems to think that all advertisers are longing for advertisements that jingle and swing in meter, writes to me in the following effusive terms:

I can pun, I can rhyme, on words I can play,
On the queerest of subjects I've something to say.

My work, I assure you, is always on time—
I charge by the piece and not by the line.
I can write on tobacco, carpets and soap,
With my ads. on cigars the best cannot cope.

I fear there is little affinity between the poetical muse and the advertiser, but I have seen ads. of articles sold to women when a bright jingle attached to a picture visibly scored a point in the struggle for publicity. But the trouble is that a rhyming advertisement, in nine cases out of ten, is not taken seriously, and that is an attitude that the advertiser can ill afford to assume.



Drummers—or to give them their more high-sounding title, commercial tourists—have a way of advertising peculiar to themselves. Upon starting out on their travels for custom they are in the habit of sending advance cards, perhaps giving the date when they expect to call upon the party addressed. These cards are usually unique and often convey some humorous conception. The above cut, representing a drummer from a firm dealing in plumbing materials, is one of the most extraordinary of this class. The gentleman is, unmistakably, "out for business."



The Campaign of Advertising.

Every judicious advertiser carries the banner of the AMERICAN SCHOOL BOARD JOURNAL. It enables freer trade to the customer, protection to the advertiser. Tried and tested by a large majority. Vote your advertisement to its columns.

THE AMERICAN
School Board Journal
Chicago. Milwaukee.

**If YOU WISH
TO ADVERTISE
ANYTHING
ANYWHERE
AT ANY TIME**

Our services are at your disposal.
THE GEO. P. ROWELL ADVERTISING CO.
10 SPRUCE ST., NEW YORK.

PREMIUMS.

Dealers with anything good to offer in this line should send Catalogues, Price Lists, Discount Sheets, &c. (but not travelling men) to the



35,000 LADIES WHO DO FANCY WORK

Refer to THE MODERN PRISCILLA daily for instruction in Fancy Work and Painting, suggestions for House Decoration, new patterns for Knitting and Crochet, etc.

Advertisers of first-class goods that ladies buy should give THE PRISCILLA a trial order.

Circulation proven by postal receipts, etc.
Advertising Rate, 25 cents per Agate line.
Forms close the 30th of month preceding issue.

**Address, PRISCILLA PUB. CO.,
LYNN, MASS.**

THE HOME CIRCLE, ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for
GENERAL ADVERTISERS.

Try 10 lines one time for \$5.00.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

Printers' Ink Press,

No. 3 Spruce Street,
NEW YORK,

Solicits Orders for
Printing
of Every Description.

NO WASTE.

Do you desire women customers? Then advertise in a journal appealing to women exclusively.

Have you goods adapted to high-class customers? Select a publication of interest only to women who have money to spend. The

MIRROR OF FASHIONS

answers these requirements. Not a trade paper. Not a class journal. No cross-roads circulation. Bright, pithy, interesting in character. An unusually good class of subscribers. Circulation steadily increasing. Rates stationary—for the present. Cheap advertising is the kind that pays best proportionately. Try this kind.

Sample copies and estimates upon application or through the agencies.

B. O. HOUGH, Pub., Rochester, N. Y.

The best Medium to reach the People of

NEBRASKA,

Kansas, Colorado, and South Dakota is the **STATE JOURNAL**, Morning, Sunday, and Semi-Weekly. Published at Lincoln, Neb.

In selecting your papers for advertising, be sure you have

The New Orleans Delta
on your list.

DAILY,
SUNDAY,
WEEKLY.

The best circulation
in LOUISIANA and
MISSISSIPPI.

Look about you:
Are not religious people the class who have homes, the thrifty and provident people, they who have the comforts and luxuries of life?

Are not they the people you want to see your advertisement?

**Put
Them
On
Your
List**

We make the way
easy and cheap for
you to do it.

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger

Episcopal Recorder.

Christian Instructor.

Christian Recorder.

Lutheran.

Presbyterian Observer.

Over 250,000 Copies
Religious Press
Association
Phila

SEWING MACHINE

Trade is a small but good field.
Men are seeking side lines.
TIMES reaches and covers the field.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News*: THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*: The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor, was made the organ, and pledged the support of the Federation.

KEYSTONE LIST.

Comprising 150 Weekly Newspapers of the better class. A special low rate named. Send for list and estimates.

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.

THE THREE GIANTS. Two-thirds of circulation in the U. S. Combined rates, 40 cents per line. Send for sample copies and estimates.

B. L. CRANS, 10 Spruce St., N. Y. Room No. 4.

Canadian Agriculturist.

Ladies' Home Magazine.

The Fireside Journal.

PETERBOROUGH, ONT.

THE NEW YORK LEDGER

Keep the fact in mind that the LEDGER *pays advertisers*, and don't fail to put it on your list for full business. Rate for 1,000 lines, to be used within one year, or for 52 consecutive insertions, \$1.00 net per line. Make contracts now.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

Estimates Submitted.

**Effective Advertisements
Prepared.**

If you are thinking of advertising, let me send you figures. No charge. New York and Brooklyn Dailies a specialty.

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.

The Beauty of Business—

Beauty is completeness; all the parts working together; fitting in; equal.

Perhaps your business needs strengthening in its advertising. This is our part.

THE ROBINSON-BAKER ADVERTISING BUREAU,
107, Pulitzer Building, New York.



An Excellent Premium FOR Publishers AND Others. THE SIMPLEX TYPEWRITER.

The only really **Practical Cheap Typewriter** ever put on the market. If you send for sample you will not fail to list this excellent machine with your fall offers. We feel confident that it would repay you handsomely to make a *special offer* at once in your regular issue. The price of the Simplex is \$2.50. Discounts quoted on application. Send for catalogue of high-class premiums.

EMPIRE PUB. CO., 146-148 Worth St., N. Y.

This is to inform you that the September issue of **THE HEARTHSTONE** will consist of 300,000 copies, and that the rate for advertising in this issue is only \$1.75 an agate line. As we go to press promptly on August 15, orders and copy should be in hand as soon as possible. We always prove, "beyond controversion," that we give the circulation claimed, and hope to receive a share of your patronage.

THE HEARTHSTONE,
285 Broadway, New York.

HAS NEVER BEEN KNOWN TO SPEAK WITH MALICE.

East

Oregonian.

"The Paper of Eastern Oregon."

The first paper in the State to demand the Australian system of voting. The first paper in the State to advocate the adoption of the Torrens system of land transfers.

Democratic in everything, even in politics. It was for no one to "pull the string." It is not a "wire puller." It believes in the right and goes ahead. It "steps on corns" whenever it thinks it necessary. Nobody owns it, and it owns nobody. Being truly democratic, it is not "stuck up."

The EAST OREGONIAN is the People's Paper.

"The paper of Eastern Oregon"—Recognized by the people and the press as such. Published daily, weekly and semi-weekly. Trial subscriptions, twenty-five cents. Stamps taken.

Eastern Oregon a country of vast resources, consists of fourteen counties with an area of 64,000 square miles, containing 80,000 population. The **EAST OREGONIAN** is the paper to advertise in to reach the people.

Address the **EAST OREGONIAN**, Pendleton, Oregon.

BUT HAS ALWAYS SPOKEN WHEN TO SPEAK WAS TO LOSE A RIB.

ALLEN'S LISTS

In selecting advertising mediums take the best—the one of all others that is most likely to bring you business—namely, **ALLEN'S LISTS**.

Advertisers who patronize them know they receive all they pay for, **every month in the year**.

They are the first in influence, first in circulation, and an unapproachable medium for reaching the thrifty rural masses. This fact has been demonstrated by hundreds over and over again.

*Forms Close on the 18th of Month
Preceding Date.*

E. C. ALLEN & CO.

PROP'S,
AUGUSTA, MAINE.

FOR BOOK WORK and
FINE COMMERCIAL
PRINTING.

Printers like it because it

**Wilson's
Raven
Black**

*Does not skin,
Does not dry on the disc,
Free flowing in fountain,
Does not offset,
Is brilliant and
Does not waste.*

We will send a sample package to any address upon receipt of \$1.00 in cash.

W. D. WILSON

PRINTING INK CO., Limited,
10 Spruce St., N. Y.

Geo. P. Rowell & Co., the best authority in the world on Newspaper Circulation, are willing to stake \$100 that the ATLANTA JOURNAL has a circulation of 5,000 more than any other Georgia daily; in fact MORE than any other daily in twelve Southern States.

THE ATLANTA JOURNAL

(DAILY and WEEKLY)

is the only paper in the South requiring
two perfecting presses and both in daily use.

Marching
Thro'
Georgia



18,000
Strong

And Still Gathering Recruits.

The Managing Editor of THE JOURNAL is one of the most eloquent speakers and forcible writers in the South. With such material how can THE JOURNAL fail to be the leading paper of Georgia? In full accord with the overwhelmingly dominant party it finds a place on the counting-room file and fills a niche in the homes of the best people of Georgia.

See It Grow

1888,	-	-	-	7,600
1889,	-	-	-	10,128
1890,	-	-	-	12,456
1891,	-	-	-	15,679
1892,	-	-	-	18,288

Weekly Journal, average issue one year, 19,398.

And by placing an ad in THE JOURNAL your business will GROW and expand accordingly. Now is the time, Atlanta the place, THE JOURNAL the paper, and "Victory" will perch on your banner.

The JOURNAL, Atlanta, Ga. H. H. CABANISS, Business Manager.

S. C. BECKWITH,

48 Tribune Building, NEW YORK.

509 "The Rookery," CHICAGO.

Sole Agent for Foreign Advertising.

Upon receipt of a postal card we will send you a pamphlet showing just where the 2,934 agents who sell 69,456 copies of the Detroit ILLUSTRATED SUN are located. This figure does not include the mail edition, which is 2,841, making a total of

72,297 Circulation.

**Proof
One
Cent**

14,000 FREE CIRCULATION

can be secured, as all contracts for the ILLUSTRATED SUN include the SUNDAY SUN without extra charge. This is new circulation to advertisers, as the ILLUSTRATED SUN has never inserted advertisements until very recently. But the pamphlet explains everything.

G. M. BRENNAN,
Eastern Agent,

Room 41—150 Nassau St.,
New York.

D. P. MACKAY, Prop.,
Sun Building,

Detroit,
Mich.



Why They Sell.

Many people who do not see the

**Saturday Blade,
Chicago Ledger,
Chicago World,**

every week, wonder why they sell in

400,000 Lots Weekly.

If you watch the **news** features of these great weeklies you will discover that the **news** is just as **late** as in any prominent Morning Daily, as these papers have a **Tele-graphic News Service** from the **Press News Association**, which enable them to compete with any daily. They are the **Only Weeklies** having a **News Service** from a prominent Association.

Thus it is in everything with

W. D. Boyce List of Big Weeklies

The Only Papers

with a telegraphic news service that discontinue any ad. at any time, with one price to all, all the time. Proving circulation every week in the year.

Rates {	BLADE,	\$1.00 per line.	3 Papers	1.60 per line net.
	LEDGER,	.50 "		
	WORLD,	.30 "		

For Space apply to any Agency, or

W. D. BOYCE, Chicago.

Daily, 7,365
 Sunday, 9,290
 Weekly, 25,000



There's nothing in the **Houston Post**
 To incite the poet's lay—
 No gush or silly nonsense,
 No subscriptions given away.
 But for downright common horse sense,
 A circulation **Proved and True**,
 It takes **first place in TEXAS**
 And means to hold it, too.

Houston Post

And so you'd better hustle,
 For Texas grows a-pace
 And he that's first upon the ground
 Is already in the race.
 Don't stop to think about it
 But pitch in with a **will**,
 Then keep it up all summer
 And your **pocket-book** you'll **FILL**.



Represents
Only the
Plain Truth

**ABSOLUTE
PROOF
OF
CIRCULATION**

- - OVER - -
THIRTEEN MILLIONS
- - A YEAR - -

— THE —
St. Louis Republic's
TWICE - A - WEEK
EDITION

No other single publication in the United States issued less frequently than daily, with one exception, distributes as many copies in a year as the Twice-a-week Edition of the ST. LOUIS REPUBLIC.

A 45-page Pamphlet, showing the
**GEOGRAPHICAL
DISTRIBUTION
OF
CIRCULATION,**

by States, Counties and Post Offices, together with Advertising Rates, mailed to any advertiser upon application. . . .

- THE -
St. Louis Republic,

ST. LOUIS, MO.

NEW YORK OFFICE,

WALLACE G. BROOKE, Manager,

146 TIMES BUILDING.

**ABSOLUTE
PROOF
OF
CIRCULATION**

A MATTER OF CIRCULATION. Colorado it is perjury to make a false affidavit about a matter concerning which there is something in controversy.

The *News* has had much to say of late in regard to its circulation. Col. Arkins has in the past three years made many affidavits pretending to give the circulation of the *News*. Here are some of them :

On February 28, 1889, he made an affidavit before Orla E. Adams, notary public, purporting that the average daily circulation of the *News* for the month was 13,180. On April 30, 1892, he swore that the number of new subscribers added during the month was 6,546. On June 9 he made another affidavit showing that on May 2, 1892, the circulation of the *News* was 14,550. By deducting the 6,546 new subscribers, which he claimed were added during April, from the 14,550 sworn to as being the circulation on the second of May, we find that the circulation on the first of April was 8,004 ; yet on April 1 the *News* claimed that its daily circulation was 17,000.

When Colonel Arkins swore that the average daily circulation of the *News* for February, 1889, was 13,180, the *Republican* denounced it editorially as a fraud, intended to deceive the public. The *News* was never able to refute this charge. In the last two years, State, county and city officials have called for bids for advertising, the bids to be accompanied by sworn statements showing the circulation of the papers submitting bids. Colonel Arkins has never appeared with his ready affidavit on such occasions. The reason is obvious, for under the laws of

The *News* has of late adopted new methods in its efforts to deceive the general advertiser. In order to show a circulation worthy of the name, it now sends from six to ten extra sacks of mail East every day. Each paper is wrapped separately and has a printed address, so that to all appearances the paper is addressed to a regular subscriber. These papers are sent to names furnished by Eastern firms at the rate of \$2 per thousand. Within the State the paper is furnished to any man—whether he is able to pay for it or not—who will take it out of the post-office or pick it up in his front yard. Every shrewd advertiser knows what such a circulation is worth to him.

Our advertisement for May in PRINTERS' INK of New York stated that the *Republican's* daily circulation was over 17,400 and that the Sunday circulation was 24,500. These figures were correct, and the circulation for June was an increase over that of May. The circulation of the *Republican* is greater than it ever was in the past, and it is growing steadily. Our patrons are of the best class of miners, mechanics, laborers and business men. They are the thrifty, enterprising men of the city and State. Such a circulation makes the *Republican* the best advertising medium in the West, and the business men and advertisers East and West know it and patronize us as no other paper in the West is patronized. —*Denver Republican*, July 10, 1892.

Yes, More People



Now live in "the States" that *have been* in California than now reside there; and yet California has about a million-and-a-half resident population. Every city from Maine to Texas has its contingent of returned Californians, who love to rehearse the story of their life in "God's country," and read the **SAN FRANCISCO REPORT**, which thousands receive.

San Francisco and its tributary suburbs—Oakland, Berkeley, San Leandro, Alameda, Belmont, San Jose, Santa Clara, Menlo Park, San Mateo, Redwood, Palo Alto, Saucelito, San Rafael, Vallejo and Martinez even—embrace the wealth and intelligence of California. In these suburban towns and upon the fashionable hills of San Francisco are their homes.

46,000 ^{Copies of the} San Francisco Report

Go to them every evening. The **REPORT** is a popular paper in the home. It is newsy and aggressive, for by the longitude of its position it prints the news of the morrow. It is a newspaper of Known Circulation, and is read by people who are buyers and have the wherewithal to buy with.

"Keeping everlastingly at it" may bring success; but it is by advertising in such papers as the **REPORT** which causes this Philadelphia idea to scintillate.

A. FRANK RICHARDSON,

CHICAGO.

[Eastern Agent]

NEW YORK.

Telegram

ALBANY.

* * * * *

"Content am I tho' cares be rife,
To love my love and live my life,
And sing my song in Albany."

There is something to Albany besides the State capital, for there are 100,000 people who make their homes there. Troy, Pittsfield, Hudson, Schenectady and other prosperous cities also pay tribute to Albany. The homes of nearly a million people are within shopping distance of Capitol Hill; while Saratoga, Richfield Springs, the Catskills, Lenox and the beautiful Mohawk Valley, with their 150,000 summer residents, all look to the **Albany Telegram** for their news.

The **ALBANY TELEGRAM** is a bright, clean, good, illustrated weekly newspaper, with a Known Circulation of 70,000 every issue. Mark you,

70,000.

A. FRANK RICHARDSON,

Tribune Building, New York, | Chamber of Commerce, Chicago.